

## **ABSTRACT OF THE DISCLOSURE**

A system and method of providing sender-customization of multi-media messages through the use of emoticons is disclosed. The sender inserts the emoticons into a text message. As an animated face audibly delivers the text, emoticons associated with the message are started a predetermined period of time or number of words prior to the position of the emoticon in the message text and completed a predetermined length of time or number of words following the location of the emoticon. The sender may insert emoticons through the use of emoticon buttons that are icons available for choosing. Upon sender selections of an emoticon, an icon representing the emoticon is inserted into the text at the position of the cursor. Once an emoticon is chosen, the sender may also choose the amplitude for the emoticon and increased or decreased amplitude will be displayed in the icon inserted into the message text.